

Chapter IV

LAND USE

CHAPTER IV - LAND USE

INTRODUCTION

This chapter describes the land use plan and proposed zoning for the Rockville Pike Corridor. The land use recommendations represent the City's policies for the future development of the Corridor. These policies establish the overall character of the area and include the extent and location of various land uses.

This chapter is divided into two parts. First, existing land use and zoning are discussed. Second, the land use plan and proposed zoning are presented.

Existing Land Use

Map 7 illustrates the existing land use along the Pike. This map shows that the Rockville Pike Corridor is primarily a retail center. Along the length of the corridor, there are seven freestanding shopping centers that sell convenience and retail goods and services. Located between these centers are freestanding restaurants, office buildings, automobile dealerships and an assortment of retail sales and service-oriented businesses. This free-form infill development contributes to the "strip" commercial image of the Pike.









The Pike is a thriving commercial environment with 1.3 million square feet of retail space. The Pike generates in excess of \$275 million in retail sales annually. Its strengths lie in its location, accessibility, breadth of retail sales and services and a supportive consumer population.

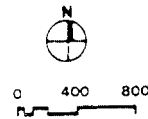
In addition to the retail commercial base, the corridor contains 799 apartment units and 88 townhouses, comprising a resident population of approximately 1,600 persons. Seventy-eight percent of these units are rental, representing forty-six percent of the total multi-family housing available in the City. Map 8 shows existing residential development in the Corridor.

New multi-family units have not been constructed in the Corridor for over 10 years because of the lack of available, appropriately-zoned land. Due in part to the lack of available land, the market for multi-family housing in the Rockville Pike Corridor has not been strong, although recent large-scale construction of new multi-family high- and mid-rise buildings and townhouses south of the City suggests that this may be changing.

Office development is a recent addition to the corridor. Prior to 1980 there were only 286,000 square feet of office space along the Pike. Today, over 1.2 million square feet are contained in fourteen buildings. Commercial and retail land values in the Pike corridor represent over 12% of the City's total tax base.

MAP 7 EXISTING LAND USE

-  GENERAL COMMERCIAL
-  OFFICE
-  INDUSTRIAL
-  MULTI-FAMILY RESIDENTIAL
-  PRIVATE RECREATION
-  PUBLIC BUILDINGS AND FACILITIES
-  VACANT
-  PUBLIC PARK AND OPEN SPACE



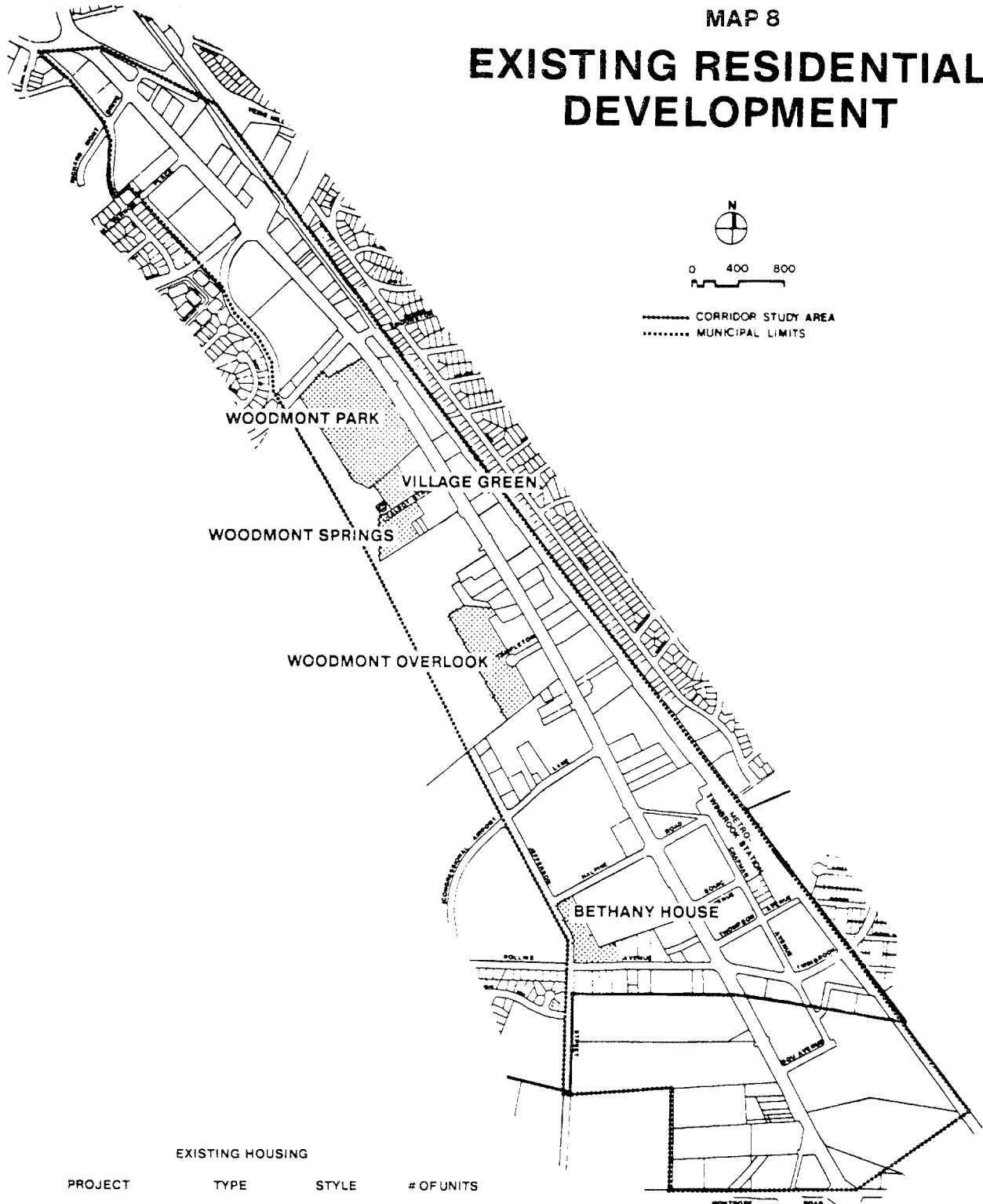
----- CORRIDOR STUDY AREA
 MUNICIPAL LIMITS

ROCKVILLE PIKE STUDY AREA
 EXISTING LAND USE SUMMARY
 (IN ACRES AND SQUARE FEET)

LAND USE	P.A. 9 (ACRES)	P.A. 1 (PART) (ACRES)	TOTAL (ACRES)	SQUARE FEET (000S)
RETAIL	187.8	33.8	140.0	1,700
OFFICE	11.5	3.0	14.5	1,100
SERVICE INDUSTRIAL	15.8	0.0	15.5	380
PUBLIC BUILDINGS	0.5	1.0	9.5	13
RESIDENTIAL	33.5	0.0	33.5	887 UNITS
PRIVATE RECREATION	20.0	0.0	28.0	N/A
PUBLIC R/W	42.5	24.0	67.5	N/A
VACANT	12.8	0.0	19.0	N/A
TOTALS	258.0	69.0	327.0	3,387
				(PLUS 887 RESID. UNITS)

SOURCE: CITY OF ROCKVILLE PLANNING DEPARTMENT, 1986

MAP 8 EXISTING RESIDENTIAL DEVELOPMENT



EXISTING HOUSING

PROJECT	TYPE	STYLE	# OF UNITS
WOODMONT OVERLOOK	CONDO	TOWNHOUSE	88
WOODMONT SPRINGS	CONDO	GARDEN APT.	64
VILLAGE GREEN	CONDO	GARDEN APT.	45
WOODMONT PARK	RENTAL	GARDEN APT.	414
BETHANY HOUSE	RENTAL	HIGHRISE	276

Development Activity

1. Pre Metro (circa 1970-1980)

During the period from 1970 to 1980, growth in the Rockville Pike Corridor continued to reflect traditional highway commercial development strongly oriented toward automotive, service and retail activities. Although a state-mandated sewer moratorium prevented new construction in Montgomery County for some time during this period, approximately 1,856,500 square feet of new development took place within the corridor.

Representative of the type of new developments occurring during this time frame are:

- Ritchie Shopping Center
- New Congressional Olds
- Jake's Restaurant
- AAMCO Transmissions
- Wintergreen Shopping Center
- Twinbrook Square (conversion of P.J. Nee)
- Finnegan's Car Wash
- American Motors dealership
- Sunshine Square

2. During Metro (circa 1980-1984)

During the Metro construction (pre-opening) time frame development in the corridor continued to reflect the image of Rockville Pike as a major retail commercial center. Approved retail developments included:

- Edmonston Crossing
- Pearle Vision Center
- Additions to both Congressional North and South Shopping Centers

However, during this period major office developments became the most significant element in the construction activity in the corridor. Such developments include:

- Crowne Plaza (Office/Hotel/Retail)
- Twinbrook (Office)
- Woodmont Place I (Office)
- Barcorp Building (Office/Retail)
- Jefferson Plaza (Office/Retail)

During this period, the first residential development (Woodmont Overlook) in the planning area in over 20 years was built.

3. Post Metro (circa 1984-Present)

Following the opening of Metro, development has consisted of office, retail and hotel uses including:

- Rollins Avenue Condominiums (Office)
- Woodmont Place II (Office/Retail)
- Congressional South
 - Days Inn
 - Retail Additions
- Congressional North (Retail)
- Centre Point (Retail)

Land uses surrounding the corridor are primarily residential. The Twinbrook and East Rockville neighborhoods lie to the northeast. The Hungerford-Stoneridge neighborhood is to the west. The Montrose neighborhood is located on the southwest. The Woodmont County Club is located to the west of the Pike. South of the Corridor, lies the North Bethesda Planning Area which continues the strip commercial character of the Pike that is surrounded by residential areas.






Existing Zoning

Map 9 shows the existing zoning on the Pike. Ninety-four percent of the Pike Corridor is presently zoned C-2 (General Commercial) or O-1 (Office Building). The balance is zoned either I-1 (Service Industrial), R-20 (Multi-family Residential) or R-E (Residential Estate).

If the corridor developed to the limits of the zoning, future development would certainly overtax the area's available traffic capacity. The existing C-2 zoning provides little encouragement for a mix of uses, provision of public amenities or high quality architecture and urban design. In addition, current zoning would not support the policy guidelines adopted by the Mayor and Council in 1985 which encourage mixed-use developments and seek to protect existing residential areas and foster an adequate supply of convenience retail activity.

MAP 9

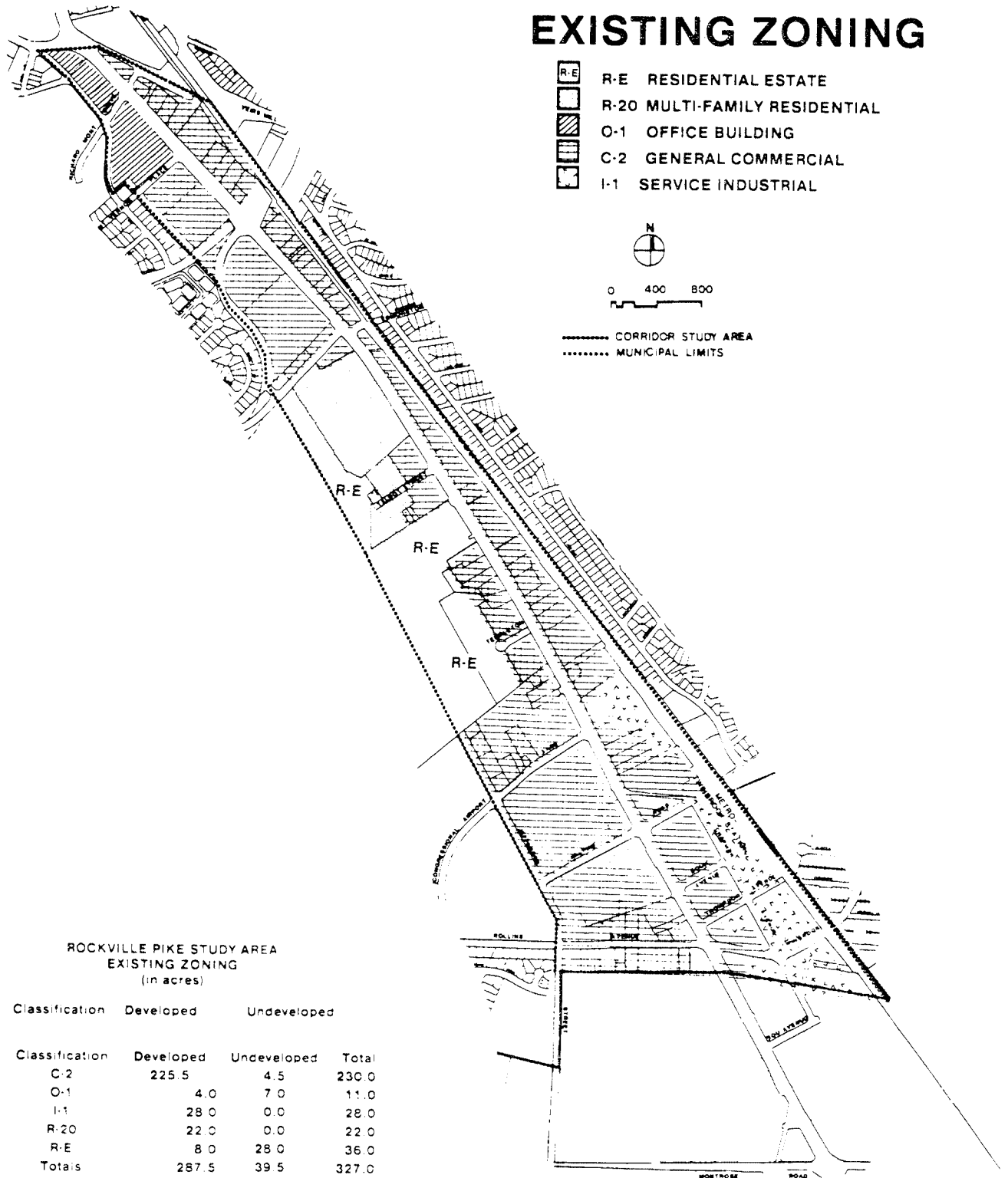
EXISTING ZONING

-  R-E RESIDENTIAL ESTATE
-  R-20 MULTI-FAMILY RESIDENTIAL
-  O-1 OFFICE BUILDING
-  C-2 GENERAL COMMERCIAL
-  I-1 SERVICE INDUSTRIAL



0 400 800

----- CORRIDOR STUDY AREA
 MUNICIPAL LIMITS



ROCKVILLE PIKE STUDY AREA
 EXISTING ZONING
 (in acres)

Classification	Developed	Undeveloped	
Classification	Developed	Undeveloped	Total
C-2	225.5	4.5	230.0
O-1	4.0	7.0	11.0
I-1	28.0	0.0	28.0
R-20	22.0	0.0	22.0
R-E	8.0	28.0	36.0
Totals	287.5	39.5	327.0

NOTE: 67.5 acres are in public rights-of-way.

Source: City of Rockville Planning Department, 1986

LAND USE PLAN AND PROPOSED ZONING

Rockville Pike has a strong and growing office market. This plan seeks to harness the momentum of that market to encourage the growth within the Rockville Pike Corridor of a mix of complementary uses -- office, retail and residential -- which will make the Corridor an active place throughout the day.

This section presents the land use recommendations for the Rockville Pike Corridor. Map 10 shows the proposed land use. These recommendations are based on the policy guidelines adopted by the Mayor and Council in 1985. Following each land use recommendation is a brief discussion of the zoning strategy that will be used to implement the land use objectives. The comprehensive zoning map amendment recommendations are shown on Map 11.

Land Use Recommendation:

1. *Promote a mix of office and retail uses throughout the Pike Corridor.*

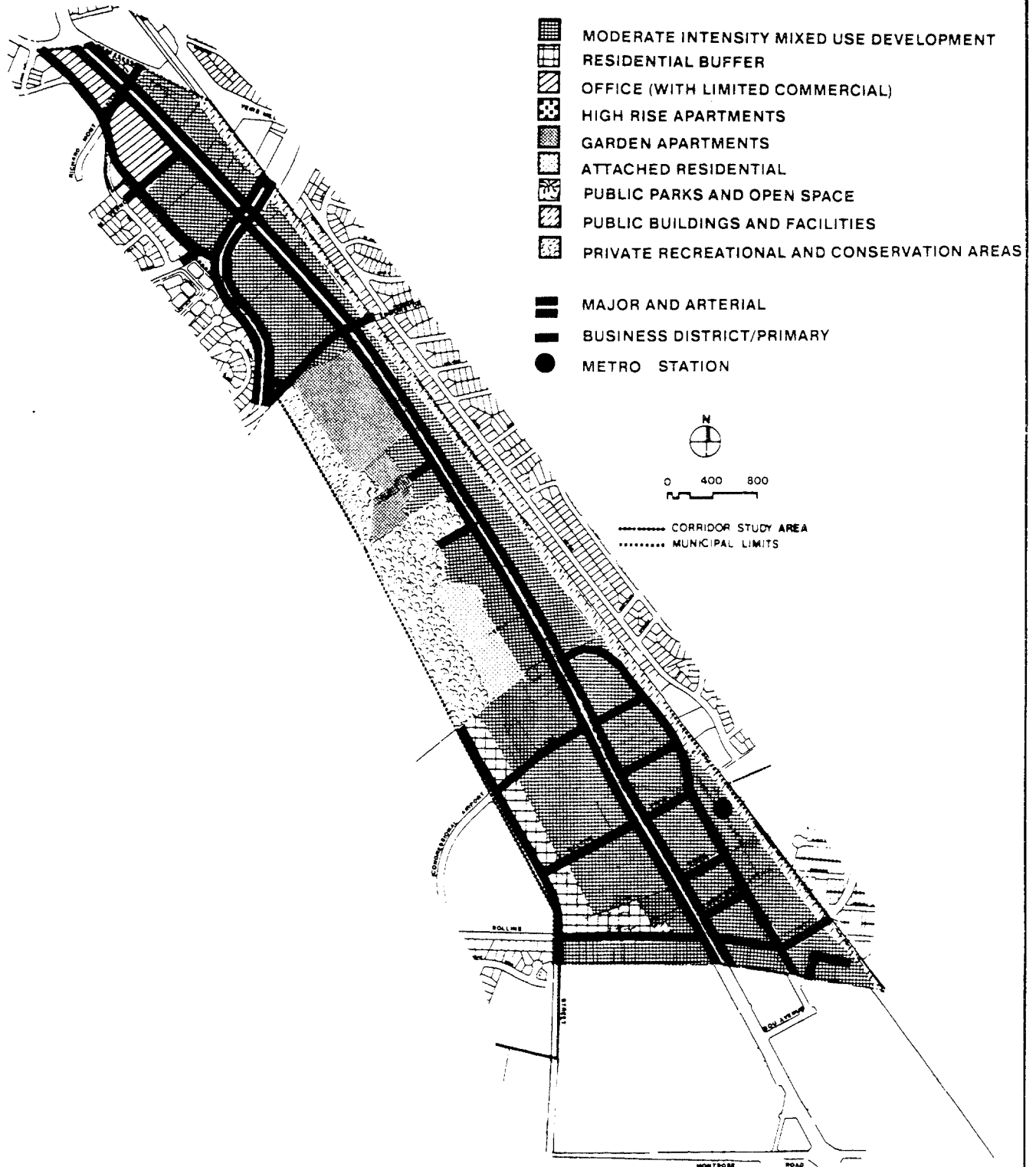
Zoning Strategy

To promote a mixed use, the majority of the Corridor will be rezoned under a new zoning classification - (RPC) (Rockville Pike Commercial). This zone will permit office, retail and residential uses. The base zone will have a floor area ratio (FAR) of 0.35 (an average of what is built on the Pike) and a 35-foot height limit. The floor area ratio is the amount of development permitted (square feet of building) divided by the lot size (square feet). For example, a 1.5 FAR permits 150,000 square feet of development on a 100,000-square foot lot.







The RPC zone will promote high-quality commercial development and the preservation of retail uses under an optional method of development. The Optional Method of Development permits development in excess of 0.35 FAR when the development conforms to more stringent development standards. To allow increased transit utilization, properties within the Metro performance district may develop to 1.25 FAR under the Optional Method of Development. A 1.5 FAR may be achieved if residential uses are included. Outside of the Metro Performance District properties may develop to a maximum of 1.0 FAR. The following is a summary of the RPC base zone and the Optional Method of Development.

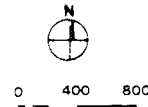
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MAP 10 PROPOSED LAND USE

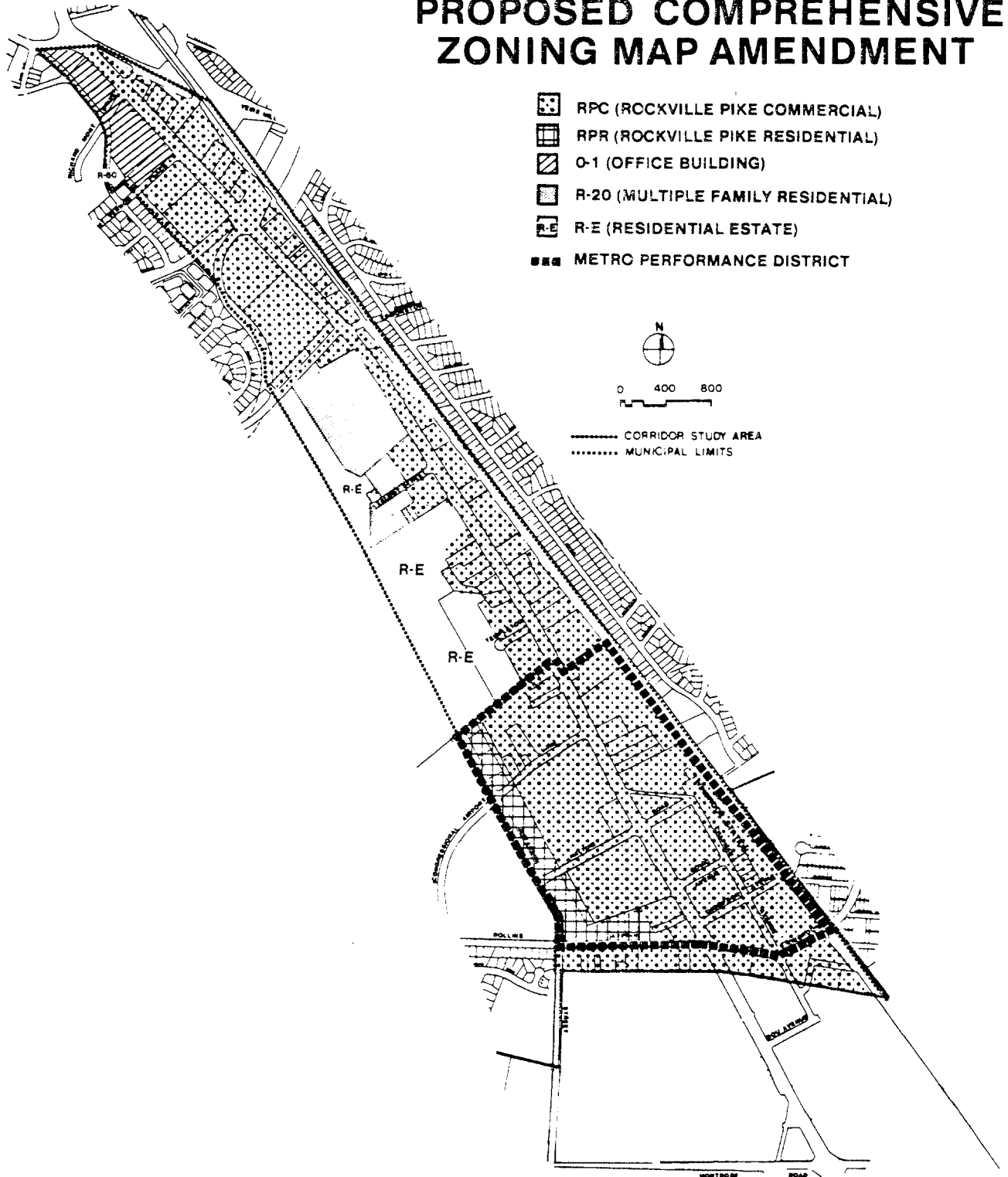


MAP 11 **PROPOSED COMPREHENSIVE ZONING MAP AMENDMENT**

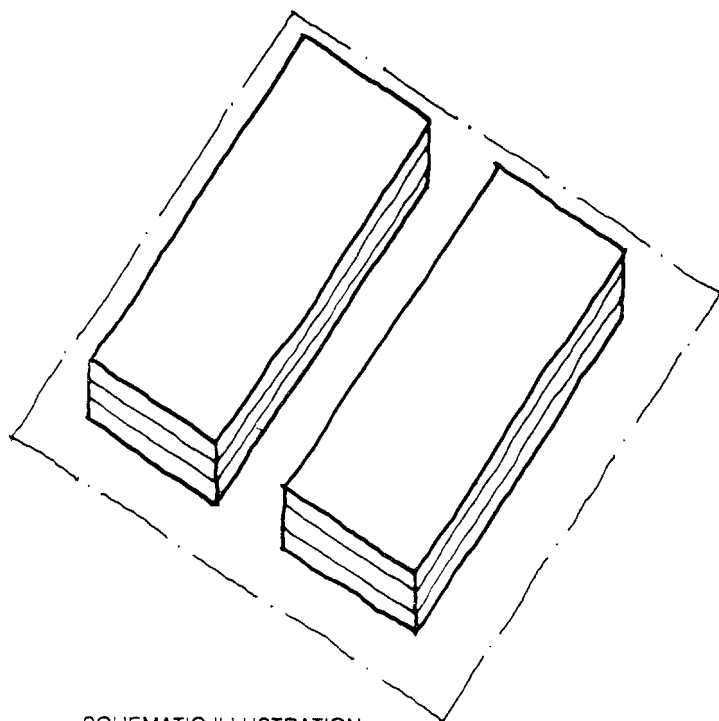
-  RPC (ROCKVILLE PIKE COMMERCIAL)
-  RPR (ROCKVILLE PIKE RESIDENTIAL)
-  O-1 (OFFICE BUILDING)
-  R-20 (MULTIPLE FAMILY RESIDENTIAL)
-  R-E (RESIDENTIAL ESTATE)
-  METRO PERFORMANCE DISTRICT



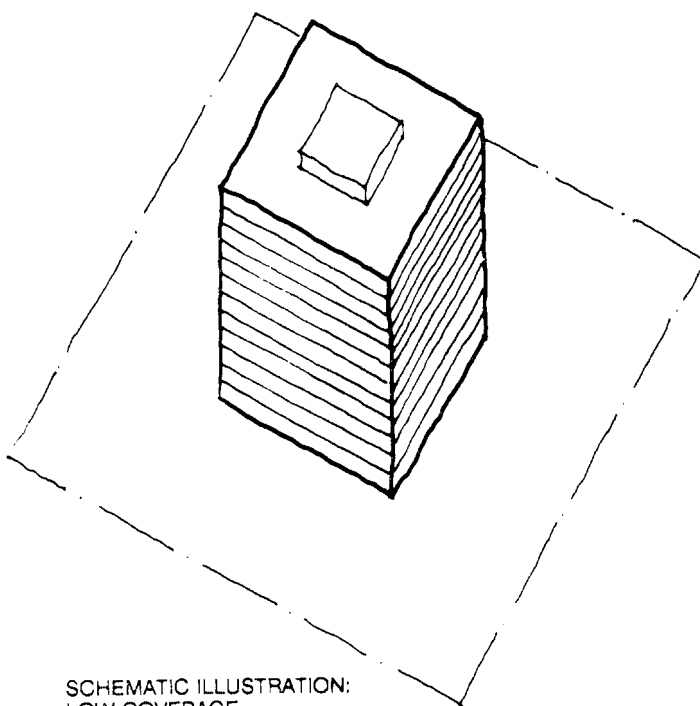
----- CORRIDOR STUDY AREA
 MUNICIPAL LIMITS



ROCKVILLE PIKE RESIDENTIAL ZONE (RPR)



SCHEMATIC ILLUSTRATION:
HIGH COVERAGE
EXAMPLE: 60 D.U./ACRE



SCHEMATIC ILLUSTRATION:
LOW COVERAGE
EXAMPLE: 60 D.U./ACRE

BASIC DATA

USES:

1. MULTI-FAMILY RESIDENTIAL UP TO 60 DWELLING UNITS PER NET ACRE
2. UP TO 10% OF THE GROSS FLOOR AREA OF ANY BUILDING MAY BE DEVOTED TO RETAIL SALES AND PERSONAL SERVICES

DENSITY: 60 DWELLING UNITS PER NET ACRE

HEIGHT: 110 FEET

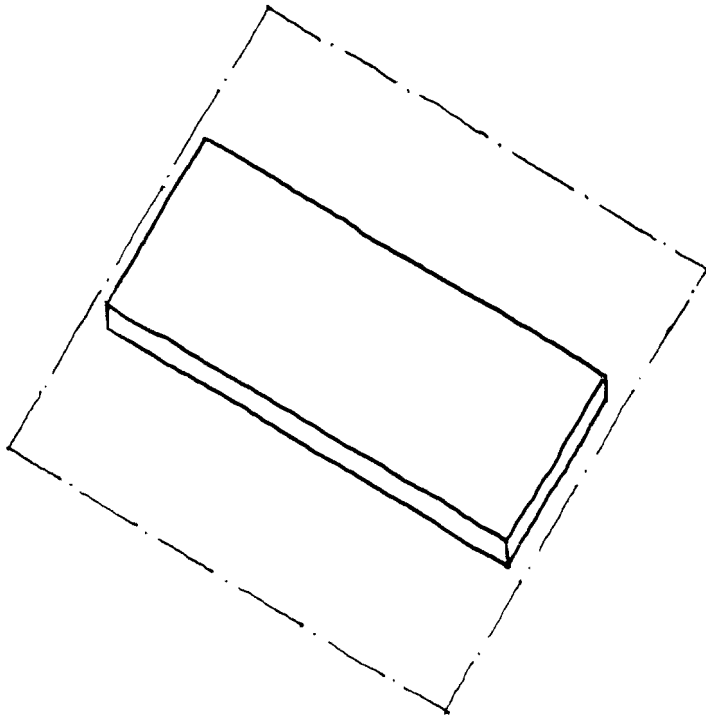
MINIMUM LANDSCAPED AREA: 10%

SETBACK REQUIREMENTS: SEE ZONING ORDINANCE

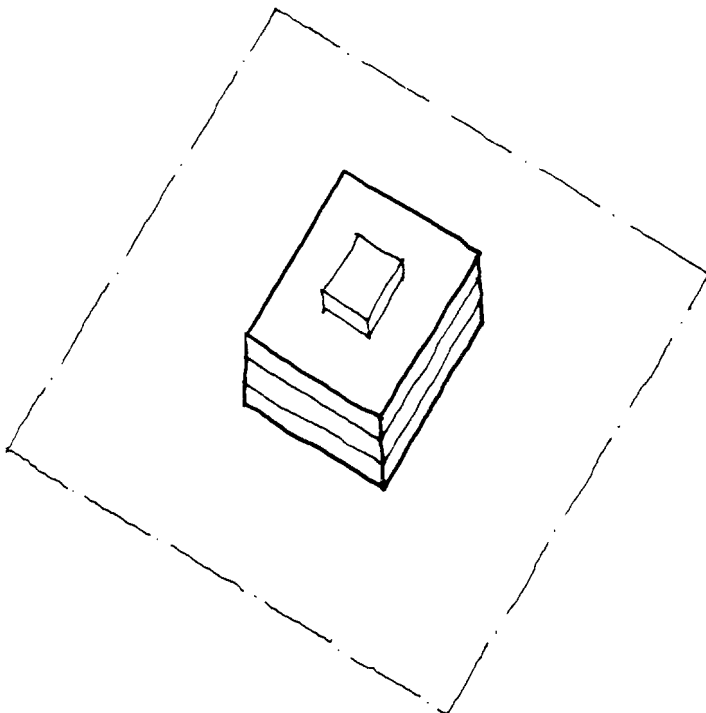
DEVELOPMENT REQUIREMENTS:

1. COMPLIANCE WITH THE PLAN
2. COMPLIANCE WITH ACCESS MANAGEMENT PLAN (DRIVEWAYS AND SERVICE DRIVE)
3. SCREENING/LANDSCAPING AS SHOWN IN PLAN
4. RIGHTS OF WAY/EASEMENTS DEDICATED FOR IMPROVEMENTS SHOWN IN THE PLAN (NO LOSS IN DENSITY CALCULATIONS)
5. STANDARD TRAFFIC METHODOLOGY
6. BUILDING ENVELOPE AS SHOWN IN PLAN
7. URBAN DESIGN REVIEW PROCESS (SEE GUIDELINES)
8. SOLAR ACCESS REQUIREMENT (EXCEPT FOR WIDELY SPACED TOWERS)
9. CONSTRUCTION OF PEDESTRIAN & ACCESS WAYS AS SPECIFIED IN THE PLAN
10. REDUCED PARKING STANDARDS FOR SUPPORT RETAIL LOCATED IN RESIDENTIAL BUILDING
11. COMPLIANCE WITH TWINBROOK URBAN DESIGN GUIDELINES (ADVISORY IN SOME CASES), FUNCTIONAL PLANS AND SECTIONS
12. 75% OF ALL OFF STREET PARKING SPACES SHALL BE LOCATED UNDERGROUND OR IN AN ENCLOSED STRUCTURE
13. RETAIL ESTABLISHMENTS SHALL BE LOCATED ADJACENT TO THE HALPINE PROMENADE, PUBLIC PEDESTRIAN WAYS OR ACCESS WAYS DESIGNATED IN THE PLAN

ROCKVILLE PIKE COMMERCIAL ZONE (RPC) BASE LEVEL DEVELOPMENT REQUIREMENTS



SCHEMATIC ILLUSTRATION:
HIGH COVERAGE
EXAMPLE: 1 FLOOR AT 0.35 FAR



SCHEMATIC ILLUSTRATION:
LOW COVERAGE
EXAMPLE: 3 FLOORS AT 0.35 FAR

BASIC DATA

USES:

1. PRIMARILY RETAIL
2. NOT MORE THAN 25% OF GROSS LEASABLE AREA OF ANY BUILDING MAY BE DEVOTED TO OFFICE USES

F.A.R.: 0.35

HEIGHT: 35'

MINIMUM LOT SIZE: NONE

MINIMUM LANDSCAPED AREA: 10%

SETBACK REQUIREMENTS:

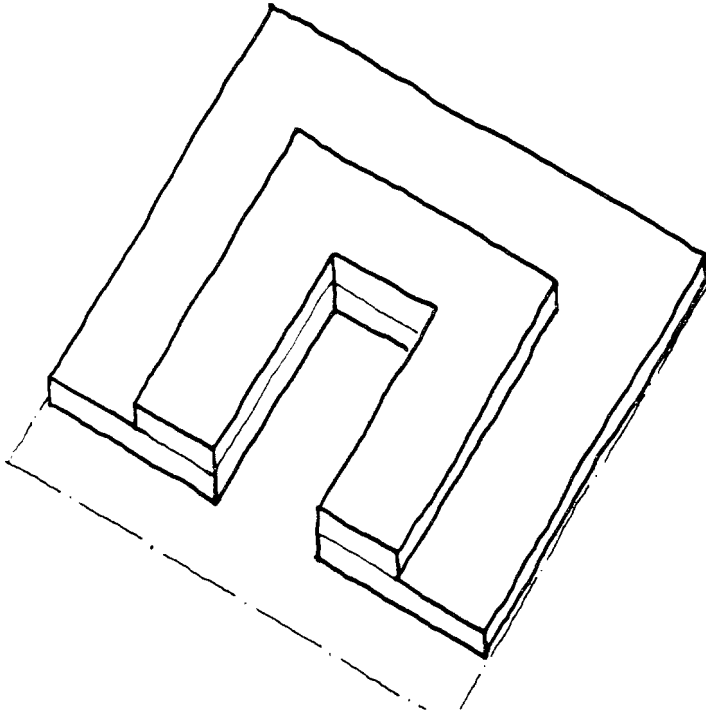
SEE FUNCTIONAL PLANS (PAGES 95-133),
SECTIONS & THE FOLLOWING GUIDELINES:

- * ROCKVILLE PIKE BUILD-TO-LINE
- * SECONDARY STREET SETBACK LINE
- * BUILDING ENVELOPE
- * ACCESS WAYS
- * PUBLIC PEDESTRIAN WAYS
- * HALPINE PROMENADE

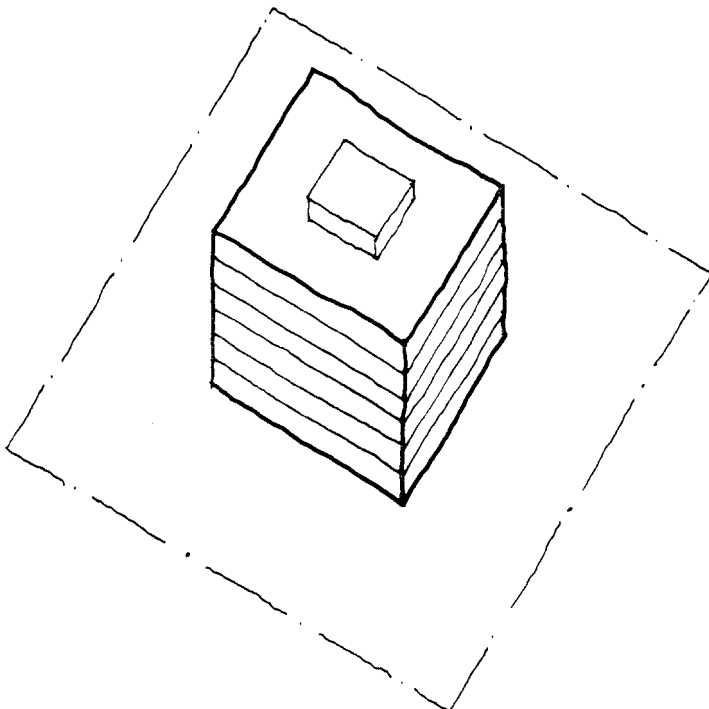
DEVELOPMENT REQUIREMENTS:

1. COMPLIANCE WITH THE PLAN
2. COMPLIANCE WITH ACCESS MANAGEMENT PLAN (DRIVEWAYS AND SERVICE DRIVE)
3. PIKE STREETScape (BERM)
4. SCREENING/LANDSCAPING AS SHOWN IN PLAN
5. BUILD-TO-LINE ALONG ROCKVILLE PIKE
6. STANDARD TRAFFIC METHODOLOGY
7. BUILDING ENVELOPE AS SHOWN IN GUIDELINES & FUNCTIONAL SECTIONS
8. RIGHTS OF WAY/EASEMENTS DEDICATED FOR IMPROVEMENTS SHOWN IN THE PLAN (NO LOSS IN DENSITY CALCULATIONS)

**ROCKVILLE PIKE COMMERCIAL ZONE (RPC)
OPTIONAL METHOD DEVELOPMENT REQUIREMENTS
(OUTSIDE TWINBROOK METRO PERFORMANCE DISTRICT)**



SCHEMATIC ILLUSTRATION:
HIGH COVERAGE



SCHEMATIC ILLUSTRATION:
LOW COVERAGE
EXAMPLE: 6 FLOORS AT 1.0 FAR

BASIC DATA

USES:

1. GENERAL RETAIL, OFFICE AND RESIDENTIAL (UP TO 60 DU/AC)
2. NOT LESS THAN 75% OF GROSS LEASABLE AREA AT THE GROUND FLOOR OF ANY BUILDING MAY BE DEVOTED TO RETAIL USE

F.A.R.: 1.0

HEIGHT: 75'

MINIMUM LOT SIZE: 20,000 S.F.

MINIMUM LANDSCAPED AREA: 10%

SETBACK REQUIREMENTS:

SAME AS BASE ZONE

DEVELOPMENT REQUIREMENTS:

1. SAME AS BASE ZONE DEVELOPMENT REQUIREMENTS PLUS THE FOLLOWING:
2. URBAN DESIGN REVIEW
3. COMPLIANCE WITH STANDARD TRAFFIC METHODOLOGY TO ASSURE THE ADEQUACY OF ROAD CAPACITY
4. PIKE STREETSCAPE (TOTAL PACKAGE, SEE GUIDELINES)
5. SOLAR ACCESS REQUIREMENTS (SEE GUIDELINES)
6. CONSTRUCTION OF ACCESS WAYS AND PUBLIC PEDESTRIAN WAYS (NO LOSS IN FAR)
8. DEDICATION OF PUBLIC ROADS (NO LOSS IN FAR)

**ROCKVILLE PIKE COMMERCIAL ZONE (RPC)
OPTIONAL METHOD DEVELOPMENT PROCEDURES
(TWINBROOK METRO PERFORMANCE DISTRICT)**

BASIC DATA

USES:

SAME AS OPTIONAL METHOD OUTSIDE METRO PERFORMANCE AREA EXCEPT MULTI-FAMILY RESIDENTIAL MAY BE REQUIRED AT DESIGNATED LOCATIONS

F.A.R.: 1.25

1.5 WITH MULTI-FAMILY RESIDENTIAL WITH UP TO 60 UNITS PER ACRE WITH A MINIMUM OF 15 UNITS/ACRE OVER RECORD LOT (DWELLING UNITS NOT CALCULATED IN FAR)

HEIGHT:

75' OFFICE AND RETAIL
110' MULTI-FAMILY RESIDENTIAL

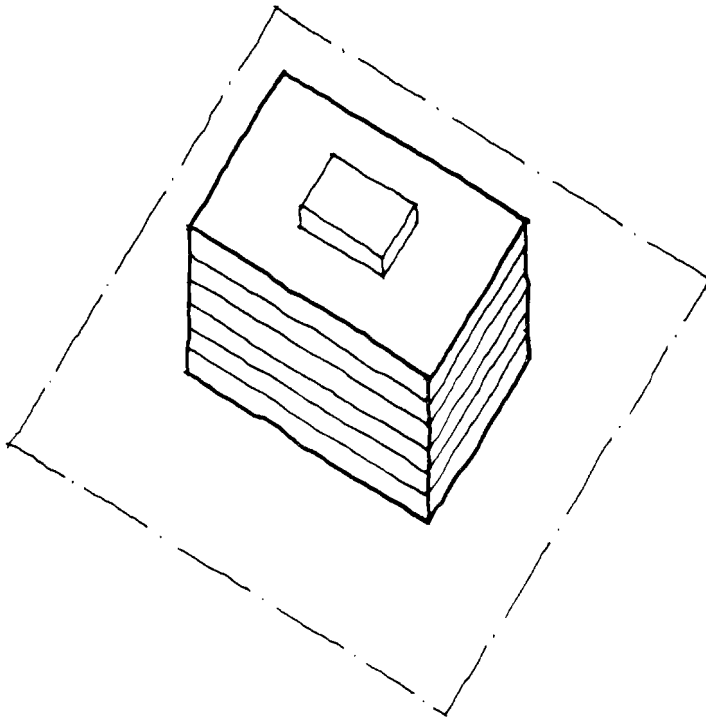
MINIMUM LOT SIZE: 20,000 S.F.

MINIMUM LANDSCAPED AREA: 10%

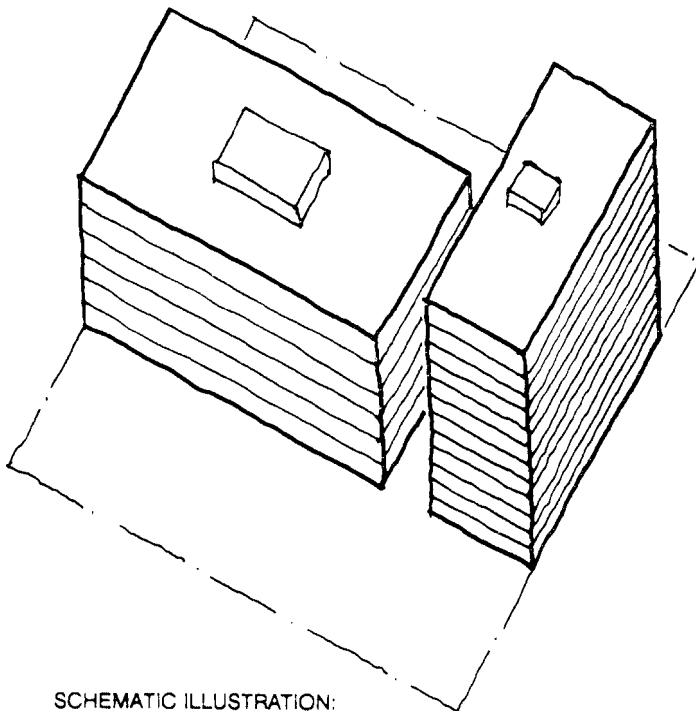
SETBACK REQUIREMENTS: SAME AS BASE ZONE

DEVELOPMENT REQUIREMENTS:

1. SAME AS OPTIONAL METHOD OUTSIDE PERFORMANCE AREA PLUS THE FOLLOWING:
2. RESIDENTIAL REQUIRED AT A LOCATION AND DENSITY RECOMMENDED IN THE PLAN
3. REDUCED PARKING STANDARDS FOR MIXED USE
4. BUILDING ORIENTATION AND DEVELOPMENT AS SPECIFIED IN PLAN
5. COMPLIANCE WITH FUNCTIONAL PLANS AND SECTIONS
6. COMPLIANCE WITH TWINBROOK URBAN DESIGN GUIDELINES (ADVISORY IN SOME CASES)



SCHEMATIC ILLUSTRATION:
LOW COVERAGE
EXAMPLE: 6 FLOORS AT 1.25 FAR



SCHEMATIC ILLUSTRATION:
HIGH COVERAGE
EXAMPLE: 6 FLOORS OF NON-
RESIDENTIAL AT 1.5 FAR PLUS
60 D.U./ACRE

Land Use Recommendation:

2. *Encourage additional residential development.*

Zoning Strategy:

The Plan permits housing construction in the Corridor in the RPC zone as an element of mixed-use projects. By including a residential component, mixed-use projects will become the consistent link between the existing housing on or near the Pike and new office and retail uses. Economic and market forces will affect the amount and placement of residential units in the Corridor, and it is expected that proximity to the Twinbrook Metro Station and other pedestrian amenities will create prime opportunities for including residential units within the mixed-use projects.

The east side of Jefferson Street and the north side of Rollins Avenue are designated for up to 60 dwelling units per acre under the new RPR-1 zone.

Land Use Recommendation:

3. *Preserve convenience retail uses to serve local neighborhoods.*

Zoning Strategy:

The RPC zone requires that not more than 25% of the gross leasable area of any building to be devoted to office uses in the base zone. Under the optional method, not less than 75% of the gross leasable area of the ground floor of any building shall be devoted to retail uses. The Mayor and Council may modify this requirement during development review process if unusual or exceptional circumstances are present.

CONCLUSION

These recommendations will ensure that new development on the Pike will not outstrip existing public facilities. They will also ensure that the Rockville Pike Corridor will continue to be accessible to a broad population, including nearby residents, regional shoppers and office workers.